



WJLA  
1100 Wilson Blvd 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 198188

**Schedule Dates** 10/10/12-10/16/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012  
**Spots** 114  
**Rate** \$197,325.00  
**Grand Total:** 114 \$197,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	9P-ABC-ABC NEWS	1		1						1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/9/12
2.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11P-NEWS-ABC 7 NEWS @ 11P	1					1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
3.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:35P-ABC-ABC NIGHTLINE	1							1	1	\$1,000.00		WJLA Arlington (WJLA)		10/9/12
3.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	
4.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	10:01P-ABC-CASTLE	1	1							1	\$5,500.00	\$5,500.00	WJLA Arlington (WJLA)		10/9/12
5.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	7:57P-ABC-DANCING WITH THE STARS RESULTS	1		1						1	\$8,500.00	\$8,500.00	WJLA Arlington (WJLA)		10/9/12
6.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:57P-ABC-SHARK TANK	1					1			1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/9/12
7.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	9:01P-ABC-WHAT WOULD YOU DO?	1					1			1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/9/12
8.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10P-ABC-20/20	1					1			1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		10/9/12
9.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	6:58A-ABC-GOOD MORNING AMERICA SAT	2						2		2	\$250.00	\$500.00	WJLA Arlington (WJLA)		10/9/12

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**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

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\$197,325.00

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10.0	Normal Line / COLLEGE FOOTBALL	10/13/12-10/13/12	4	:30	11:58A- SPORTS-ABC COLLEGE FOOTBALL DOUBLEHEADER							2		2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/9/12
11.0	Normal Line / AUTO	10/13/12-10/13/12	4	:30	7:28P- SPORTS-ABC CAR RACING PRIME							3		3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/9/12
12.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	12:35A- CASTLE							1		1	\$225.00	\$225.00	WJLA Arlington (WJLA)		10/9/12
13.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$650.00	\$650.00	WJLA Arlington (WJLA)		10/9/12
14.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
15.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9A- INSIDE WASHINGTON							2		2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		10/9/12
16.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		10/9/12
17.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT							2		2	\$1,000.00		WJLA Arlington (WJLA)		10/9/12
17.0.1	Closed Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
17.0.2	Closed Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
18.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							2		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/9/12

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**Phone/Fax** (202) 567-6193 /  
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**Billing Type** Standard  
**Comments**

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19.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6:58P- ABC-AMERICAS FUNNIEST HOME VIDEOS								2	2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/9/12
20.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9P- ABC-REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/9/12
21.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
22.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2						4	\$650.00	\$2,600.00	WJLA Arlington (WJLA)		10/9/12
23.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	10A- RACHAEL RAY		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		10/9/12
24.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	10:58A- ABC-THE VIEW		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12
25.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
26.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	12:57P- ABC-THE CHEW		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/9/12
27.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	2P- ABC-GENERAL HOSPITAL		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/9/12
28.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	3:01P- ANDERSON COOPER SHOW		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
29.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	3:58P- KATIE COURIC		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12

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**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

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**Entered By** Susan Petro  
**CO-OP** No  
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30.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1		1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/9/12
31.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2		2						4	\$1,500.00	\$6,000.00	WJLA Arlington (WJLA)		10/9/12
32.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
33.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1		1						1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
34.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1		1						1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
35.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
36.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	10A- RACHAEL RAY					1	2			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		10/9/12
37.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	10:58A- ABC-THE VIEW					2	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/9/12
38.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA					3	3			5	\$650.00	\$3,250.00	WJLA Arlington (WJLA)		10/9/12
38.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kircald, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

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39.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1	1			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
40.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1						1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/9/12
41.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	12:57P- ABC-THE CHEW				1	1				2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/9/12
42.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	12:57P- ABC-THE CHEW				1					1	\$700.00	\$700.00	WJLA Arlington (WJLA)		10/9/12
43.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	2P- ABC-GENERAL HOSPITAL				1	1				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/9/12
44.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	2P- ABC-GENERAL HOSPITAL				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
45.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	3:01P- ANDERSON COOPER SHOW					1	1			2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
46.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	3:01P- ANDERSON COOPER SHOW				1					1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/9/12
47.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	3:58P- KATIE COURIC					1	1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12
48.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	3:58P- KATIE COURIC				1					1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/9/12
49.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					1	1			2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/9/12

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50.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/9/12
51.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2				4	\$1,500.00	\$6,000.00	WJLA Arlington (WJLA)		10/9/12
52.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2					2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/9/12
53.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
54.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
55.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
56.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
57.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
58.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12

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Beverly, MA 01915

**Contract # 198188**  
**Schedule Dates** 10/10/12-10/16/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  

Spots	Rate
Oct. 2012 114	\$197,325.00
<b>Grand Total:</b>	<b>\$197,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
59.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1	1			2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/10/12
60.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		2	1						3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/10/12
61.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	9A- LIVE!					1	1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/10/12
62.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	9A- LIVE!		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		10/10/12
63.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE					1	1			1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/10/12
63.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	
64.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	7:27P- JEOPARDY					1	1			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
65.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/10/12
66.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	7:27P- JEOPARDY		1	1						2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
67.0	M/G For 17.0.1, 17.0.2 / SPOT	10/14/12-10/14/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								2	\$2,000.00			WJLA Arlington (WJLA)		10/10/12
67.0.1	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
67.0.2	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 198188

Schedule Dates	10/10/12-10/16/12	Date Entered	10/09/12
Advertiser	Romney/P/R (15707)	Last Modified	10/10/12
Agency	American Rambler Production (5128)	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Romney for President (67445)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Kincaid, Stephanie	Package Deal	
Phone/Fax	(202) 567-6193 /	Commission %	15.00
CPE	ROMNEY/498 10/10-10/16/12	Commission	\$29,598.75
Account Types	Local/Political Candidate Agency	Net Total	\$167,726.25
Billing Type	Standard	Sales Tax	
Comments			

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	114	\$197,325.00
<b>Grand Total:</b>	<b>114</b>	<b>\$197,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
68.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	8P- ABC-ONCE UPON A TIME	1							1	1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/10/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:	Accepted-Station:		Date:	Comments:													

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Susan Petro

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**From:** Susan Petro  
**Sent:** Wednesday, October 10, 2012 10:56 AM  
**To:** 'Stephanie Kincaid'  
**Subject:** FW: Est 498

I never heard back from you on this. What I will do is reduce your frequency in the below affected areas – keeping total dollars the same. Please let me know if this is not what you want to do.

Thank you.

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**From:** Susan Petro  
**Sent:** Tuesday, October 09, 2012 12:16 PM  
**To:** 'Stephanie Kincaid'  
**Subject:** Est 498

Stephanie:

Below are the areas that I am having issues clearing due to inventory.

10/10-10/12

- GMW at 6a 3x 600
- LIVE w/Kelly 3x 400
- Wheel 3x 3000
- Jeopardy 3x 2400
- Once Upon 2x 8000
- Revenge 2x 5000 – can clear 1x

10/15-10/16

- Wheel 2x 2200
- Jeopardy 2x 2400
- Mon Dancing 1x 8000
- Tu Dancing Res 1x 8500 – Program running 8-9p – will move there
- Private Prac 1x 7000 – Program not running – Debate – can keep spot in Debate
- 

Please let me know what you want to do. Thank you.

*Susan Petro*

Account Executive  
WJLA-ABC7  
1100 Wilson Blvd., 6th Floor  
Arlington, VA 22209  
703-236-9606 - Direct Line  
703-236-2341 - Fax  
[spetro@wjla.com](mailto:spetro@wjla.com)